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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re application of: Rowe et al.

Attorney Docket No.: IGT1P205/P000899-001

Application No.: 10/767,808

Examiner: Jason Paul Pinheiro

Filed: January 29, 2004

Group: 3714

Title: METHOD AND APPARATUS FOR  
PROVIDING CUSTOMIZED GAMES  
AND GAME CONTENT FOR A GAMING  
APPARATUS

Confirmation No.: 5545

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**CERTIFICATE OF EFS-WEB TRANSMISSION**

I hereby certify that this correspondence is being transmitted electronically through EFS-WEB to the Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450 on May 5, 2010.

Signed: /Michelle Heymann/  
Michelle Heymann

**AMENDMENT E**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the non-final Office Action dated January 5, 2010, please amend the above-identified patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks** begin on page 11 of this paper.